

DESIGNING AN INTEGRATED TOURISM E-COMMERCE PLATFORM WITHIN THE CAPOLAGA ADVENTURE ECOSYSTEM FRAMEWORK: A DIGITAL DESTINATION ORCHESTRATION MODEL

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Abstract

Indonesia's nature-based tourism destinations lag behind the rapid growth of national digital commerce. Wisata Alam Capolaga, a multi-product nature tourism site in Subang Regency, West Java, handles all reservations manually despite operating camping grounds, glamping units, homestays, outbound programmes, and catering services. This gap limits operational efficiency, suppresses visitor length of stay, and prevents Capolaga from capturing economic value from the surrounding adventure tourism cluster in the Sagalaherang-Ciater corridor. This study follows a design-science research approach, progressing through six phases: gap analysis, requirements analysis, conceptual modelling, system architecture design, governance framework design, and implementation roadmap development. The researchers triangulated national e-commerce statistics, regional visitor data from Kemenparekraf (2023), Capolaga internal operational documents, and direct field observation of reservation workflows. The study produces a blueprint for the Capolaga Adventure Ecosystem, an integrated tourism e-commerce platform built on five modules: a structured digital product catalogue, slot-based booking management, multi-channel payment processing, an add-on activity integration engine, and an analytics dashboard. Capolaga occupies the orchestrator role, integrating its internal products with six surrounding adventure attractions through a controlled, commission-based mechanism that keeps pricing and distribution authority with Capolaga. The platform enables cross-selling, bundled package booking, and personalised experience curation within a single digital touchpoint, which the authors project will increase tourist length of stay (LOS) and per-visit expenditure. The orchestration model offers a replicable governance framework for other nature-based destinations seeking to apply platform economics at the local cluster level

Keywords: Adventure Tourism, Digital Tourism, Destination Management, E-Commerce, Length Of Stay.

A. INTRODUCTION

Indonesia counted approximately 212.9 million internet users in 2023, representing 77 percent of the population, and national e-commerce transactions reached IDR 454 trillion in the same year (BPS, 2023; We Are Social, 2024). Tourists now plan, book, and pay for travel on mobile devices, often within minutes of discovering a destination on social media. Nature-based destinations that lack integrated online booking systems therefore lose visitors to competitors who remove that friction.

West Java Province receives roughly 59 million domestic tourists per year, and Subang Regency contributed approximately 5.95 million of those visits in 2023 (Kemenparekraf, 2023). Wisata Alam Capolaga, a 10-hectare nature site in the Sagalaherang sub-district featuring three natural waterfalls, illustrates both the opportunity and the gap. The destination runs camping grounds, glamping units, homestays, outbound training programmes, group packages, and catering services. Its product range is substantial. Yet staff process every reservation by phone or direct message, maintain no centralised booking record, and connect none of those products to a payment system. Customer data disperses across chat logs, and management cannot track occupancy, revenue per product, or repeat-visit rates in real time.

The gap extends beyond Capolaga's own products. Within a 30-kilometre radius, visitors can access Sari Ater Hot Springs, Ciater rafting, Santiong paragliding, Dayang Sumbu canyoneering, ATV Prabu Subang, and Landy Upas Hill. None of these providers shares a booking interface with Capolaga. A tourist who books a glamping stay has no straightforward way to add a rafting session or a hot spring visit to the same itinerary. That coordination gap suppresses visitor length of stay and reduces per-trip expenditure across the entire cluster.

Platform economics offers a tested model for solving this kind of fragmentation. Parker, Van Alstyne, and Choudary (2016) show that a central orchestrator who governs access, quality standards, and revenue distribution across multiple service providers can generate collective value that no individual actor achieves alone. Buhalis and Amaranggana (2015) apply this logic to tourism destinations, arguing that digital integration of complementary services extends visitor stay and raises satisfaction. Tiwana (2014) adds that governance architecture, not just technology, determines whether a platform ecosystem grows sustainably.

This study designs an integrated tourism e-commerce platform for Wisata Alam Capolaga, designated the Capolaga Adventure Ecosystem, which positions Capolaga as the orchestrator of the local adventure tourism cluster. Three objectives drive the inquiry. First, to produce the architectural blueprint of the integrated platform. Second, to develop the Capolaga Adventure Ecosystem as a controlled integration model for internal products and surrounding cluster attractions. Third, to define the governance mechanisms that support length of stay enhancement, tourist expenditure growth, and operational scalability across the platform.

B. LITERATURE REVIEW

Digital Transformation in Tourism

Buhalis and Law (2008) established the foundational position that information and communication technologies reshape the competitive structure of tourism rather than merely supporting it. Two decades of subsequent scholarship has extended that argument to mobile commerce, real-time analytics, and smart destination infrastructure (Buhalis and

Amaranggana, 2015). Nature-based destinations occupy a distinctive position in this literature. Their supply side consists of micro-entrepreneurs, local guides, and family-run accommodation providers who lack the capital and technical capacity that larger hotel chains apply to digital channel management. Researchers therefore face a practical design problem: how to deliver integrated digital services at a cost structure that smaller operators can sustain.

Xiang, Magnini, and Fesenmaier (2015) document the shift in tourist behaviour from travel agency intermediation to independent, internet-based trip planning. Their analysis shows that tourists who plan via digital platforms book more ancillary activities, spend more per trip, and report higher satisfaction scores than those who plan through single-channel sources. For a destination like Capolaga, that finding has a direct operational implication: a platform that surfaces surrounding adventure activities at the moment a tourist books accommodation raises both trip value and visitor contentment.

E-Commerce in the Tourism Industry

Chaffey and Ellis-Chadwick (2019) define tourism e-commerce as the complete transactional cycle from product discovery and price comparison through to payment confirmation and post-purchase service delivery, all within a unified digital environment. Laudon and Traver (2021) distinguish two governance structures within that cycle. Open marketplace models allow multiple vendors to compete on a neutral platform, placing consumers in full control of selection. Curated platform models install a central operator who controls product quality, pricing, and the distribution experience, favouring brand consistency over maximum vendor choice.

Nature-based adventure destinations require the curated model. Safety standards, experiential quality, and environmental protocols must hold across every service touchpoint, not just within the principal attraction. When a visitor's rafting guide delivers a poor safety briefing, the reputation damage attaches to the entire destination, not to the rafting operator alone. Kotler, Bowen, and Makens (2017) observe that bundled packages with cross-category recommendations raise average order value and reduce customer acquisition costs per transaction, two outcomes directly relevant to a destination running thin margins across multiple low-ticket product lines.

Platform and Ecosystem Theory in Destination Management

Parker, Van Alstyne, and Choudary (2016) define a platform as governed infrastructure that enables interactions between distinct participant groups and generates value through network effects. In tourism, the platform lens reframes a destination from a geographic unit into a digital governance architecture. Moore (1996) contributes the ecosystem metaphor, stressing that competitive advantage accrues not to individual firms but to the systemic coherence of interdependent actors who co-evolve within a shared environment. A destination with strong internal coherence attracts more visitors, which in turn attracts more activity providers, generating a self-reinforcing cycle of value creation.

Tiwana (2014) argues that the critical design decisions in a platform ecosystem concern governance rather than technology: who can join, what standards they must meet, how revenue distributes across participants, and what data each party can access. Evans and Schmalensee (2016) add that the orchestrator must price participation carefully, because excessive commission rates deter supply-side actors while insufficient rates undermine the financial case

for platform investment. For Capolaga, these theoretical inputs directly inform the commission rate range, the role-based access architecture, and the quality standard protocols in the governance framework.

Length of Stay as a Strategic Destination Performance Indicator

Length of stay measures how many days a tourist remains at a destination and correlates with per-trip expenditure across accommodation, food, and ancillary activities (Cooper et al., 2008; Middleton et al., 2009). Single-attraction destinations generate short visits with narrow economic spread. Multi-product destinations that integrate complementary experiences hold visitors longer and distribute spending across a wider set of local businesses. Researchers document three mechanisms through which digital platform integration extends stay: lower information search costs that make additional experiences more discoverable, bundled pricing that makes extended stays economically attractive, and personalised recommendations that match available experiences to declared visitor preferences.

Capolaga's existing product mix, camping, glamping, homestay, and outbound, already supports overnight and multi-night visits. The surrounding cluster adds rafting, paragliding, ATV, and hot springs, all within a 30-kilometre radius. The central constraint is coordination: visitors who do not know these options exist, or who cannot book them conveniently, default to single-day trips. An integrated platform that surfaces cluster activities at the booking stage converts latent multi-day potential into realised length of stay.

C. RESEARCH METHODOLOGY

Research Design

This study follows the design-science research (DSR) framework developed by Hevner, March, Park, and Ram (2004), which researchers use when the goal is to create and evaluate an innovative artefact rather than test a causal hypothesis. DSR proceeds through three cycles. The relevance cycle grounds design requirements in the specific operational context. The design cycle produces and refines the artefact through iterated construction. The rigour cycle connects each design decision to established theory, ensuring that the artefact reflects the current knowledge base rather than reinventing solved problems. All three cycles ran in this study, with the relevance cycle anchored in Capolaga's operational data and the rigour cycle drawing on the platform ecosystem and digital tourism literature reviewed above.

Research Phases and Analytical Techniques

Table 1. Research Phases, Analytical Techniques, and Outputs

Phase	Analytical Technique	Output
Phase 1	Gap analysis comparing current manual state with target integrated system	Operational gap map; system requirements list
Phase 2	Requirements analysis covering functional and non-functional specifications	Platform specification matrix

Phase	Analytical Technique	Output
Phase 3	Conceptual modelling of the ecosystem architecture and actor relationships	Capolaga Adventure Ecosystem framework
Phase 4	Modular system architecture design using CMS-based infrastructure	Platform architecture blueprint
Phase 5	Governance framework design covering commission model, role access, and quality protocols	Integration and governance protocol document
Phase 6	Three-phase implementation roadmap with measurable milestones	Phased rollout plan with KPIs

Source: Processed by the researcher, 2026.

Four data streams fed the design process. National e-commerce and internet penetration statistics from BPS (2023) and We Are Social (2024) quantified the digital behaviour context. Regional visitor statistics from Kemenparekraf (2023) established demand volume and geographic origin profiles for the Subang cluster. Capolaga's internal operational documents, including product catalogues, room inventory lists, and price schedules, supplied the raw material for the product architecture design. Direct observation of reservation staff during a two-week fieldwork period mapped the current booking workflow, identified manual coordination bottlenecks, and revealed the friction points that the platform must resolve. Researchers cross-checked findings across all four streams before finalising any design decision.

D. RESULTS AND DISCUSSION

Market Segmentation and Platform Positioning

Before specifying any technical feature, the research team profiled Capolaga's potential user groups across four dimensions. Geographic segmentation identified the primary visitor catchment area as the major urban centres within roughly three hours of Subang by road: Jabodetabek, Bandung Raya, Purwakarta, Karawang, and Cirebon. These populations show strong weekend-getaway travel behaviour and high smartphone penetration, which directly shapes the platform's mobile-first design requirement.

Table 2. Market Segmentation Analysis

Dimension	Segment	Implications for Platform Design
Geographic	Jabodetabek, Bandung Raya, Purwakarta, Karawang, Cirebon	Weekend-trip mobility; within 3-hour drive; high urban smartphone penetration

Dimension	Segment	Implications for Platform Design
Demographic (Primary)	Youth Adventure (18-35 yrs); Family Travellers (30-50 yrs)	Mobile-first booking behaviour; family requires group reservation and flexible add-on selection
Demographic (Secondary)	Corporate groups; educational groups	High transaction values; need group booking, catering customisation, and outbound package configuration
Psychographic	Nature seekers; adventure travellers; outdoor communities	Motivated by authentic outdoor experience; receptive to contextual add-on recommendations
Behavioural	Digital-first bookers; package seekers; social-media-referred visitors	Demand transparent pricing, fast checkout, peer reviews, and bundle discovery in one session

Source: Processed by the researcher, 2026.

Youth Adventure travellers aged 18 to 35 form the primary segment. This group uses smartphones as the default booking channel, responds well to peer reviews and social media imagery, and shows a high propensity to add adventure activities to a base accommodation booking. Family travellers aged 30 to 50 constitute the second primary segment, prioritising safety, clear pricing, and the ability to bundle accommodation with suitable family activities in a single reservation. Corporate and educational groups, though situational in frequency, carry high transaction values and require group booking infrastructure that the platform must accommodate.

The positioning statement that emerged from this analysis reads: Capolaga Adventure Ecosystem serves as the one-stop digital marketplace integrating accommodation, adventure activities, and surrounding attractions in the Sagalaherang-Ciater cluster within a single, accessible platform. This statement differentiates Capolaga from generic nature tourism websites by emphasising multi-experience integration and the reduction of planning friction, two attributes directly tied to length of stay outcomes.

Platform Architecture: The Capolaga Adventure Ecosystem

The platform runs on WordPress as the content management system with WooCommerce handling transaction processing. This technology choice rests on three practical grounds. The combination offers rapid deployment without custom software development costs. The plugin ecosystem covers all required functions, from slot-based booking to payment gateway integration, without custom coding. Management staff with no programming background can update products, adjust prices, and generate reports through the standard WordPress dashboard. The platform comprises five modules, each addressing a distinct operational requirement.

Table 3. Capolaga Adventure Ecosystem Platform Modules

No.	Module	Core Functions	Strategic Role
1	Digital Product Catalogue	Structured categories for tickets, camping, glamping, homestay, outbound, catering, and add-on activities; price and availability filters per category	Reduces visitor information search time; surfaces the full product range in one browsing session
2	Slot-Based Booking Management	Real-time slot control per unit and session; automatic closure at full capacity; 30-minute payment window with automatic slot release on expiry	Eliminates manual overbooking; gives management reliable occupancy data without daily reconciliation effort
3	Multi-Channel Digital Payment	Midtrans or Xendit integration supporting bank transfer, e-wallet, credit card, and QRIS; automated e-ticket and email confirmation on payment success	Removes cash-based friction; produces audit-ready digital transaction records from day one
4	Add-On Activity Integration Engine	Contextual cross-sell recommendations triggered by primary product selection; admin-configurable bundled packages; commission settlement to partner accounts at 5-10 percent; independent slot control for each partner activity	Core length of stay enhancement mechanism; raises average order value; monetises the surrounding cluster while keeping distribution authority with Capolaga
5	Analytics and Operations Dashboard	Role-based access across four user types; KPI monitoring covering conversion rate, average order value, occupancy, length of stay, and repeat booking rate; refund and cancellation processing	Gives management the data needed to adjust pricing, identify slow products, and evaluate partner performance without relying on manual reports

Source: Processed by the researcher, 2026.

Ecosystem Integration and Governance Model

The governance architecture operationalises the orchestrator role that platform theory describes. Unlike an open marketplace where the platform maintains neutrality among all vendors, Capolaga retains three specific authorities that distinguish the model.

- Pricing and distribution control. Capolaga sets all prices and promotional parameters for every product on the platform, including those supplied by external adventure partners. This prevents a price race to the bottom that would erode the destination's positioning and damage the perceived quality of the overall experience.
- Commission-based revenue sharing. Partners join through bilateral agreements that specify commission rates between 5 and 10 percent of transaction value, service delivery standards, cancellation policies, and data-sharing obligations. The rate range reflects activity risk and booking complexity: low-risk activities with simple delivery protocols carry 5 percent, while activities requiring safety equipment, guides, and capacity-constrained sessions carry up to 10 percent.
- Tiered role access architecture. Four user roles govern system access: Super Admin holds full system control; Operations Admin manages bookings and capacity; Marketing Admin controls content and promotions; Partner accounts access only the performance data relevant to their own activities. This structure ensures Capolaga retains its strategic information advantage while giving partners the transparency they need to plan operations.

Tiwana (2014) argues that boundary conditions, the rules defining who participates, how value is created, and how it distributes, matter more than technical architecture in determining whether a platform ecosystem sustains itself. By resolving these governance questions before technical implementation, Capolaga avoids the partner conflicts and fragmentation that commonly undermine early-stage tourism platforms.

Transaction Flow Simulation

The research team developed a complete transaction flow simulation to verify that all platform components can operate in coherent sequence. The simulation runs through four stages. A visitor lands on the homepage, which features destination photography, highlighted packages, and a quick-booking entry form. Browsing to a product category triggers the slot-based availability calendar. Each accommodation unit and activity session carries its own capacity ceiling. When a booking completes and payment clears, the system decrements the relevant slot count and locks that date-unit combination for subsequent visitors.

After a visitor selects a primary product, glamping units for example, the system presents contextual add-on options through WooCommerce's cross-sell function. A visitor booking a glamping stay sees rafting sessions, an ATV package, and a premium catering option. Each add-on is optional and carries independent slot control. A visitor who skips all add-ons proceeds without friction.

The checkout screen shows a transparent order summary: primary product, selected add-ons, applicable taxes, and any active discount codes. The visitor completes payment through the gateway, which accepts bank transfer, e-wallet, QRIS, and credit card. A 30-minute payment window applies. Unpaid reservations expire automatically, releasing all held slots back to the available pool.

Successful payment triggers three simultaneous actions. The system sends the visitor an e-ticket with a QR code for check-in and a booking confirmation email. It decrements inventory for all booked items. For any external partner add-on, the admin dashboard logs a notification that the operations team then relays to the relevant partner. Management can view all active bookings, pending payments, and partner notifications in real time through the operations dashboard.

User Interface and User Experience Design Framework

Table 4. UX Design Principles and Conversion Objectives

UX Principle	Implementation	Conversion Objective
Mobile-first design	Fully responsive layout optimised for smartphone viewports; touch-friendly buttons and calendar selectors	Captures the primary booking behaviour of the youth adventure segment
Minimal cognitive load	Limited top-level navigation categories; clean visual hierarchy with eco-digital colour palette; breadcrumb trails on all product pages	Reduces decision fatigue and checkout abandonment
Fast booking flow	Reservation completes within three steps from product selection to payment confirmation	Raises checkout completion rate; reduces friction-driven drop-off
Price transparency	All charges including taxes, service fees, and discounts shown before the visitor confirms the order	Builds trust; reduces post-booking complaints
Clear call to action	Book Now button placed consistently on the homepage banner and on every product detail page	Moves visitors through the conversion funnel without requiring navigation decisions

Source: Processed by the researcher, 2026.

The visual identity follows an eco-digital branding direction: green and earth-tone colour schemes, landscape hero images showing waterfalls and campfire scenes, and a clean typographic layout that avoids decorative clutter. This approach signals Capolaga's nature character at a glance while maintaining the professional appearance that builds booking confidence.

E-Marketing Strategy

Table 5. Marketing Mix (7P) Implementation for Capolaga Adventure Ecosystem

7P Element	Capolaga Adventure Ecosystem Implementation
Product	Internal portfolio: camping, glamping, homestay, outbound, catering; cluster add-ons: rafting, ATV, paragliding, hot springs, canyoneering

7P Element		Capolaga Adventure Ecosystem Implementation
Price		Competitive base prices; seasonal bundles; group booking discounts; bundled package pricing offering 10-15 percent savings versus individual item bookings
Place		Primary channel: capolaga.id marketplace, desktop and mobile responsive; secondary: Instagram and TikTok link-in-bio booking; selective OTA listing for accommodation categories
Promotion		SEO content targeting nature tourism and adventure keywords for the Subang-Sagalaherang area; Instagram and TikTok content series; Google Ads campaigns during school holiday and long-weekend windows; outdoor community partnerships and influencer hosting programmes
People		Platform admin team covering operations and marketing roles; customer service staff trained on booking system workflows; partner liaison coordinator; destination guides
Process		Full digital cycle: online discovery, booking, payment confirmation, automated e-ticket delivery, QR check-in at gate, post-visit review prompt, CRM-triggered return communication
Physical Evidence		Professional platform visual design with eco-digital identity; verified visitor reviews displayed on product pages; destination photography and video content; QR-based e-ticket with booking reference; SSL security certificate visible in browser

Source: Processed by the researcher, 2026.

Implementation Roadmap

Table 6. Three-Phase Implementation Roadmap

Phase	Timeline	Key Activities	Success Metrics
Phase 1: Core Digitisation	Months 1-3	Launch platform with internal product catalogue; activate booking and payment modules; train admin team; launch SEO content and social media channels	100 digital bookings completed; 90 percent payment completion rate; zero overbooking incidents
Phase 2: Ecosystem Integration	Months 4-9	Sign 3-5 partner activity providers; activate add-on recommendation engine; publish bundled packages; add group booking capability	At least 25 percent of bookings include one add-on; 15 percent increase in average order value; partner satisfaction score of 4.0 out of 5.0

Phase	Timeline	Key Activities	Success Metrics
Phase 3:	Months 10-18	Deploy dynamic pricing rules; launch loyalty rewards programme; develop partner API connections; activate advanced analytics module; evaluate additional cluster partners	20 percent increase in length of stay; 30 percent increase in repeat booking rate; platform revenue covers operating costs
Platform Maturity			

Source: Processed by the researcher, 2026.

The Capolaga Adventure Ecosystem contributes to digital tourism scholarship on three points. First, it translates the abstract orchestrator concept from platform economics theory into a concrete governance design for a nature-based SME context. Orchestration models appear in the tourism literature primarily through large Online Travel Agency cases. This study shows the same logic applies at the local cluster scale, where a single destination with modest resources can coordinate multiple small adventure operators through a governed digital architecture without requiring each partner to invest in their own booking technology.

Second, the study makes the platform-to-LOS pathway explicit by embedding LOS enhancement into specific design features rather than treating it as a general aspiration. The add-on integration engine, the bundled package architecture, and the contextual recommendation display collectively constitute a LOS strategy embedded in the platform's transaction logic. A visitor booking a two-night glamping stay who adds a rafting session for day one and an ATV package for day two extends their trip from a potential overnight to a two-activity multi-day visit. The platform makes that combination easy to discover and book in a single session.

Third, the WordPress-WooCommerce implementation choice reflects a deliberate position on digital accessibility for small destination operators. The literature on smart tourism destinations tends to feature high-budget, custom-developed systems that SME operators cannot afford or maintain. A CMS-based architecture that a trained non-programmer can update and that costs a fraction of custom development places integrated e-commerce within reach of nature-based destinations at an early stage of digital maturity.

Several limitations apply. The platform blueprint awaits empirical validation through implementation and live user testing. Projected LOS impacts rest on theoretical reasoning rather than measured outcomes. The governance model assumes partner willingness to operate under commission terms, which depends on negotiation that has not yet occurred. The single-site focus limits the direct transferability of specific parameters such as commission rate ranges and product category structures, though the overarching orchestration framework should generalise across comparable nature adventure clusters.

E. CONCLUSION

This study produced a design-science artefact: a complete architectural blueprint for the Capolaga Adventure Ecosystem, an integrated tourism e-commerce platform that positions Wisata Alam Capolaga as the orchestrator of the Sagalaherang-Ciater adventure tourism

cluster. The blueprint resolves the fragmentation between Capolaga's internal multi-product offering and the surrounding cluster attractions by placing both within a single governed digital architecture.

Five platform modules address the operational gaps that fieldwork identified: a structured digital catalogue ends the information asymmetry between Capolaga and its visitors; slot-based booking management replaces phone-call coordination with real-time inventory control; multi-channel payment processing removes cash-based friction; the add-on integration engine converts the surrounding attraction cluster from a missed opportunity into a revenue stream; and the analytics dashboard gives management, for the first time, the data to make evidence-based decisions about pricing, product development, and partner performance.

The governance framework specifies who controls pricing, how revenue shares with partners, what access each role receives, and what quality standards partners must meet. These decisions, resolved at the design stage rather than deferred to implementation, protect Capolaga's brand integrity and give the platform the structural stability that early-stage digital ecosystems typically lack.

The study's primary theoretical contribution is the operationalisation of the destination-orchestrator concept within an implementable design for a nature-based SME context, a setting absent from the largely large-OTA-focused platform ecosystem literature. Its practical contribution is a replicable model for any nature-based destination cluster seeking to build LOS, visitor expenditure, and operational efficiency through platform integration without enterprise-level technology investment.

Future research should pursue four directions. Post-implementation measurement of LOS and expenditure at Capolaga would provide the empirical validation this conceptual study cannot supply. A comparative study of orchestrator governance models across multiple Indonesian nature-based clusters would test the framework's generalisability. A Technology Acceptance Model study of visitor adoption behaviour would refine UX design priorities. Researchers should also examine dynamic pricing and AI-based recommendation systems as extensions to the base architecture, particularly for Phase 3 of the implementation roadmap.

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